



Section 1. Agricultural science

DOI:10.29013/EJTNS-26-1-3-10



CONSUMER BEHAVIOR AND DEMAND FOR GREEN PRODUCTS

Dr. Silvana Nakuci¹, Oltjana Zoto¹

¹ Department of Economy and Rural Development Policies, Faculty of
Economy and Agribusiness, Agricultural University of Tirana/ Tirana

Cite: *Dr. Silvana Nakuci, Oltjana Zoto. (2026). Consumer Behavior and Demand for Green Products. European Journal of Technical and Natural Sciences 2026, No 1. <https://doi.org/10.29013/EJTNS-26-1-3-10>*

Abstract

This study analyzes consumer behavior and the factors influencing demand for green products in the context of sustainable development. The study focuses on the role of environmental awareness, individual attitudes, price perception, and trust in eco-labeling in shaping consumption decisions. Drawing on empirical data collected through a survey and analyzed using statistical and econometric methods, the paper assesses the relationships among key variables and identifies the most important factors that encourage or hinder demand for green products. The results indicate that environmental awareness and trust in ecological information have a positive and significant impact on consumers' willingness to purchase green products, while the perception of high prices constitutes a major barrier. The study highlights the importance of informational policies, market-based instruments, and sustainable marketing strategies in increasing demand for environmentally friendly products, thereby contributing to the literature on environmental economics and consumer behavior.

Keywords: *consumer behavior, green products, demand for sustainable products, environmental awareness, sustainable development*

1. Introduction

Consumer behavior constitutes a key element in shaping consumption patterns and determining demand for green products in contemporary economies. Consumers' decisions are influenced by a range of factors, such as environmental awareness, price perception, trust in eco-labeling, and the level of information, which often determine their willingness to adopt more sustainable con-

sumption patterns. In this context, this study analyzes consumer behavior and the main factors influencing demand for green products, aiming to provide empirical evidence and recommendations for public policies and market strategies that support sustainable development. Global drivers toward sustainability have positioned green consumerism as a key priority, encompassing the use of environmentally sustainable products and

services with the aim of reducing ecological impact (Teck, 2025). The main mechanism for protecting the global and local environment consists of the implementation of production and consumption practices that limit negative environmental impacts, through environmental standards such as the “polluter pays” principle, environmental taxes and fines, as well as eco-labeling of products (Ozanne, 2008). Currently, there is no consensus on the definition of the “eco” concept or what constitutes a “green” product. However, in practice, green goods are typically characterized by several common features, such as safety and healthiness, biodegradability or the use of recyclable resources, long-term sustainability, natural degradation, recyclability, and local production (Chandu, 2023). As a result, an unstructured trend can be observed in individual and social behaviors toward green consumption, where consumers are becoming increasingly aware of sustainability, naturalism, and environmentalism, orienting their choices toward the preservation of nature (Ali, 2022).

2. Literature review

The literature review focuses on the analysis of theoretical concepts and empirical studies addressing consumer behavior and demand for green products. It aims to identify the main determining factors, existing research gaps, and the contribution this study makes to expanding the literature on sustainable consumption. The adoption of green behavior constitutes a fundamental element in achieving sustainability. It is associated with the consumption of environmentally friendly products and with actions guided by awareness and social responsibility, aiming to preserve resources for future generations and to reduce overconsumption through sustainable and resource- and energy-efficient choices (Musa, 2023). Green marketing represents a strategy for promoting environmentally friendly goods and services, encompassing the design, development, advertising, and distribution of products that are socially and ecologically responsible (Tandon, 2023). Green consumption is associated with environmentally responsible consumption, in which consumers assess the environmental

impact of the purchase, use, and disposal of products, as well as the use of green services (Nguyen, 2023). Environmental concern has increased in parallel with contemporary environmental challenges, particularly in developing countries, such as the depletion of natural resources and global warming, which influence consumers’ choices. As a result, consumers show a growing tendency to support the environment and sustainability through green purchasing (Ogiemwonyi, 2023). Studies show that consumers’ attitudes significantly influence sustainable consumption by shaping green purchase intentions. Understanding this role supports the development of policies and strategies aimed at promoting sustainable consumption (Islam, 2024). This shift is part of a broader movement toward sustainability, in which consumers’ choices directly influence the market. Sustainable consumer behavior encourages businesses to adopt greener practices and supports the transition toward a green economy (Budac, 2023).

3. Methodology

3.1. Aim of the Study

The aim of this study is to analyze the level of awareness, perceptions, and consumer behavior toward green products, as well as to identify the main factors influencing purchasing decisions. The study also seeks to assess potential barriers and drivers for increasing the consumption of environmentally friendly products.

3.2. Data Collection Method

The data were collected through a structured questionnaire consisting of closed-ended questions. The questionnaire was designed to cover several key dimensions, including demographic characteristics, level of awareness of green products, perceptions of the importance of environmental protection, purchasing behavior, influencing factors, and the role of public institutions.

3.3. Study Sample

The study sample consists of 150 respondents. The sample was selected using a random sampling method, including individuals of different age groups and educational levels. This approach enabled a broader representation of consumer attitudes and behaviors.

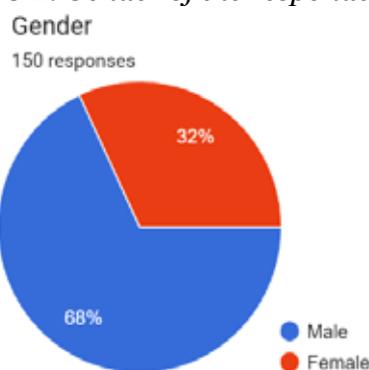
3.4. Data Analysis

The collected data were analyzed using descriptive statistical methods. The results are presented in the form of graphs and figures, which facilitate a clearer interpretation of response distributions and the main trends identified in the study.

4. Study Results

This section presents the main results of the study. The findings provide evidence on the factors influencing consumer behavior and demand for green products, highlighting the key relationships among the analyzed variables.

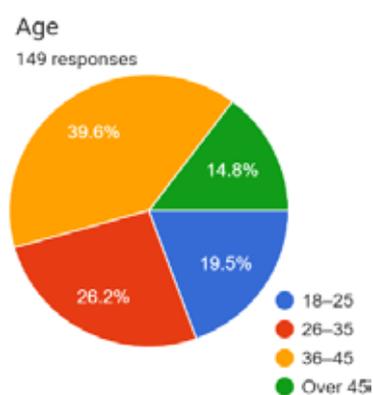
Figure 1. Gender of the respondents



Source: Author, 2026

Figure 1 presents the gender distribution of the respondents in the study. Out of 150 respondents, 68% are male and 32% are female.

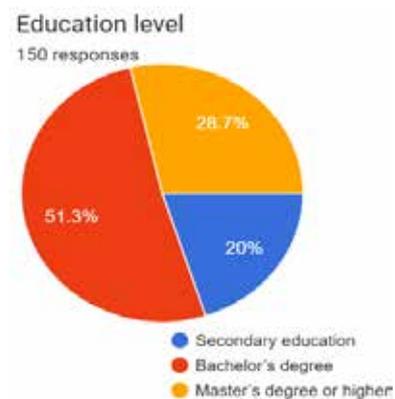
Figure 2. Age of the respondents



Source: Author, 2026

The figure above presents the distribution of respondents by age groups. The most represented group is 36–45 years, accounting for 39.6%, followed by the 26–35 age group with 26.2% and the 18–25 age group with 19.5%. Meanwhile, respondents aged over 45 represent 14.8% of the sample.

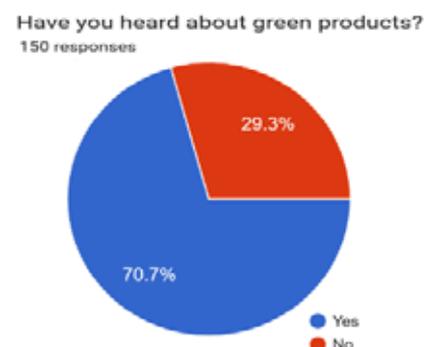
Figure 3. Educational level



Source: Author, 2026

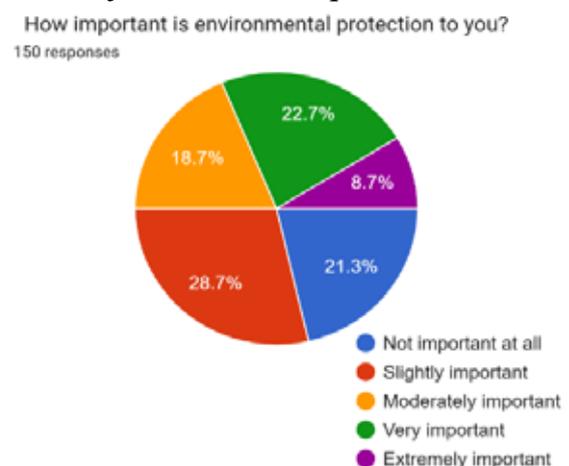
Figure 3 presents the educational level of the 150 respondents. The majority of the sample has completed bachelor's studies, accounting for 51.3% of the total, 28.7% hold a master's degree or higher, while 20% have completed secondary education.

Figure 4. Level of awareness of green products



Source: Author, 2026

Figure 5. Perception of the importance of environmental protection



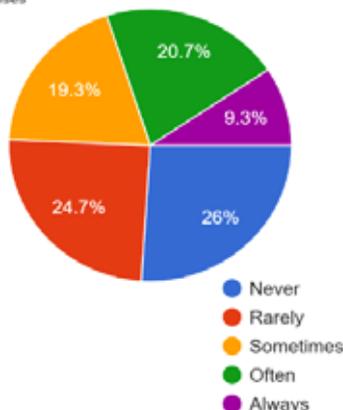
Source: Author, 2026

The figure above illustrates respondents' level of awareness of green products. The results indicate that 70.7% of participants report having heard of green products, while 29.3% state that they have no knowledge of them.

Figure 5 shows respondents' perceptions of the importance of environmental protection. The results indicate that 28.7% consider environmental protection to be of little importance, while 21.3% state that it is not important to them at all. On the other hand, 18.7% perceive it as moderately important, 22.7% consider it very important, and 8.7% rate it as extremely important.

Figure 6. Approach toward purchasing green products

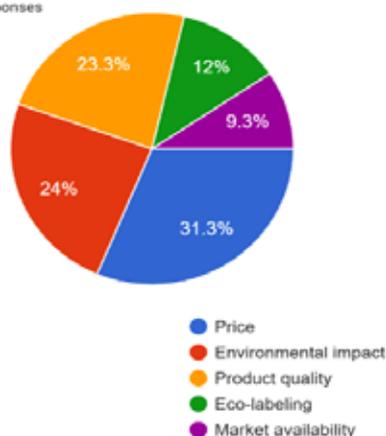
How often do you purchase green products?
150 responses



Source: Author, 2026

Figure 7. Main factors influencing the decision to purchase green products

What is the main factor influencing your decision to purchase green products?
150 responses



Source: Author, 2026

The figure above illustrates respondents' approach toward purchasing green products. The results show that 26% report never purchasing green products, while 24.7% purchase them rarely. A proportion of respondents state that they purchase green products occasionally, whereas others report purchasing them frequently. Only 9.3% of respondents indicate that they always purchase green products.

The figure above illustrates the main factors influencing respondents' decisions to purchase green products. According to the results, price emerges as the dominant factor, followed by environmental impact, indicating a relatively high level of environmental awareness. Product quality also plays an important role in purchasing decisions. Meanwhile, eco-labeling is mentioned less frequently, and market availability has the lowest influence on the decision to purchase green products.

Figure 8. Places where respondents most frequently purchase green products

Where do you most often purchase green products?
150 responses

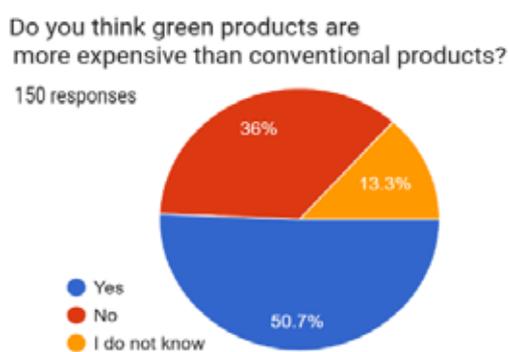


Source: Author, 2026

Figure 8 presents the places where respondents most frequently purchase green products. The results indicate that specialized stores represent the main purchasing channel, followed closely by supermarkets, suggesting that accessibility and a structured product offering play an important role in consumption. Local markets also account for a notable share, while online purchases remain relatively limited. A small proportion of respondents report that they do not purchase green products.

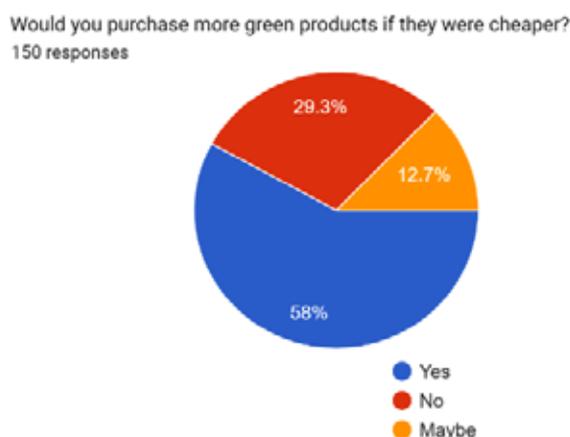
Figure 9 illustrates respondents' perceptions of the price of green products compared to conventional products. More than half of the respondents believe that green products are more expensive, confirming that price remains a significant barrier to the expansion of their consumption. Meanwhile, a considerable share of respondents do not perceive green products as necessarily more costly, while some remain uncertain.

Figure 9. Perception of the price of green products compared to conventional products



Source: Author, 2026

Figure 10. Willingness to increase the purchase of green products if they were cheaper



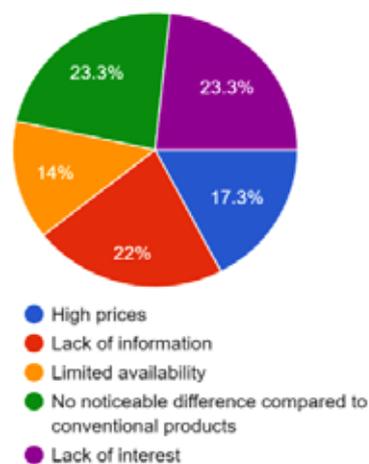
Source: Author, 2026

The figure above shows respondents' willingness to increase their purchase of green products if these products were cheaper. The results indicate that 58% respond positively, confirming that price is a decisive factor in shaping consumers' behavior toward green products. Meanwhile, 29.3% state that they

would not change their purchasing behavior, and 12.7% remain uncertain.

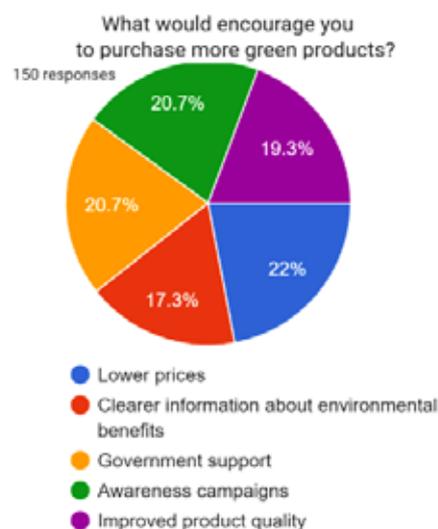
The figure above illustrates the main reasons why respondents do not purchase green products on a regular basis. The results indicate that lack of interest and the perception of no noticeable difference compared to conventional products are the most frequently cited reasons. Insufficient information is also identified as a key barrier, while high prices are mentioned by a smaller share of respondents. Limited market availability represents the least cited reason.

Figure 11. Main reasons for not purchasing green products regularly
What are the main reasons why you do not purchase green products regularly?
150 responses



Source: Author, 2026

Figure 12. Factors that would encourage increased purchasing of green products

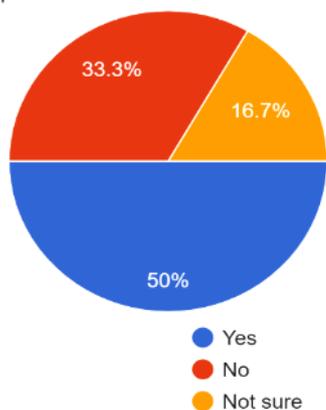


Source: Author, 2026

The figure above presents the factors that would encourage respondents to purchase more green products. The results indicate that price reductions represent the main incentive. Government support and awareness campaigns follow closely, highlighting the importance of institutional involvement and information dissemination. Improvements in product quality are also considered important, while clearer information on environmental benefits is viewed as a further motivating factor.

Figure 13. Perceptions of the role of government in supporting green product consumption

Do you think the government should support the consumption of green products?
150 responses

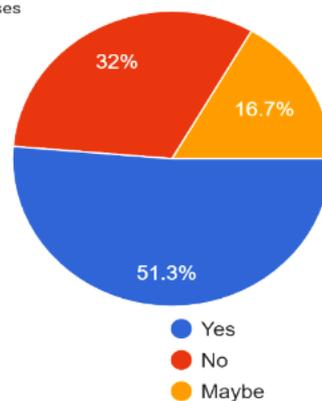


Source: Author, 2026

The figure illustrates respondents' perceptions of the government's role in supporting the consumption of green products. The results show that half of the respondents believe that the government should support the consumption of green products, while a smaller share think that the government should not intervene. Some respondents remain uncertain about the government's role.

Figure 14. Plans to purchase green products in the future

Do you plan to purchase green products in the future?
150 responses



Source: Author, 2026

The figure presents respondents' intentions to purchase green products in the future. The results indicate that 51.3% plan to purchase green products, while 32% report having no such plans. The remaining respondents remain uncertain about future green product purchases.

Table 1. Statistical description

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.638	.631	.802

a. Predictors: (Constant), Willingness to increase the purchase of green products if they were cheaper, the main factors influencing the decision to purchase green products, Education level

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		165.301	3	55.100	85.771	.000 ^b
1 Residual		93.792	146	.642		
Total		259.093	149			

a. Dependent Variable: approach of purchase of green products

b. Predictors: (Constant), Willingness to increase the purchase of green products if they were cheaper, the main factors influencing the decision to purchase green products, Education level.

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.567	.300		1.886	.061
1	The main factors influencing the decision to purchase green products	.811	.051	.799	16.022	.000
	Education level	.020	.095	.011	.214	.831
	Willingness to increase the purchase of green products if they were cheaper	.016	.074	.011	.223	.824

a. Dependent Variable: approach of purchase of green products

Frequency of purchasing green products = $0.567 + 0.811^{***}$ (Main decision-making factors) + 0.020 (Education level) + 0.016 (Willingness to purchase more if prices were lower)

The results of the linear regression indicate that the constructed model is statistically significant and explains a substantial portion of the variation in the frequency of purchasing green products.

According to the Model Summary, the correlation coefficient is $R = 0.799$, indicating a strong positive relationship between the independent variables and the dependent variable. The R^2 value of 0.638 suggests that approximately 63.8% of the variance in the frequency of purchasing green products is explained by the following factors: education level, the main factors influencing the purchasing decision, and willingness to increase purchases if products were cheaper. The Adjusted R^2 value of 0.631 confirms that the model is stable and suitable for analysis.

The ANOVA test shows that the model is statistically significant ($F = 85.771$, $p < 0.001$), indicating that at least one of the independent variables has a significant effect on the dependent variable.

The coefficient analysis reveals that the main factors influencing the decision to purchase green products have a positive and statistically significant effect on purchase frequency ($\beta = 0.799$, $t = 16.022$, $p < 0.001$). This indicates that the stronger the motivat-

ing factors for purchasing green products, the higher the frequency of their purchase.

In contrast, education level ($p = 0.831$) and willingness to increase purchases if products were cheaper ($p = 0.824$) are not statistically significant in this model, suggesting that these variables do not have a direct and meaningful impact on the frequency of purchasing green products.

In conclusion, the model confirms that factors influencing the purchasing decision are the primary determinants of the frequency of purchasing green products, while education level and perceived price do not exhibit a statistically significant effect in this analysis.

5. Discussion

The results of the study show that, although there is a good level of awareness of green products, this awareness does not translate directly into frequent purchasing behavior. This mismatch suggests that environmental awareness, in the absence of practical and economic incentives, remains insufficient to stimulate sustainable consumption.

The empirical analysis confirms that the factors influencing purchase decisions constitute the main determinants of the approach to buying green products. Elements such as price, perceived quality, and environmental impact prove to be more decisive than individual consumer characteristics. In this context, the level of education does not

exhibit a statistically significant direct effect on purchasing behavior.

Although price is perceived as a major barrier, the stated willingness to increase purchases in the event of price reductions does not appear to have a direct impact on the actual frequency of purchasing. This indicates that consumer decision-making is influenced by a combination of factors rather than by a single element.

Overall, the findings underscore that increasing the consumption of green products requires an integrated approach that simultaneously addresses consumer perceptions, product characteristics, and market conditions, going beyond mere environmental awareness.

6. Conclusion

The study highlights a clear gap between awareness and the actual consumption of green products, indicating that environmental awareness alone is not sufficient to encourage sustainable purchasing behavior. The approach to buying green products is found to be determined mainly by factors

that directly influence decision-making, while individual characteristics, such as the level of education, do not show a statistically significant direct impact.

The results of the regression analysis confirm that the model explains a substantial proportion of the variation in the approach to purchasing green products, emphasizing the importance of product-related factors and consumer perceptions. Price remains a perceived barrier as well as a potential incentive, but it does not represent the sole determining factor in changing consumer behavior.

In conclusion, the findings suggest that policies and strategies aimed at promoting the consumption of green products should adopt an integrated approach that combines economic measures, improvements in product quality, increased transparency of information, and targeted awareness-raising. The role of public institutions and market actors proves to be essential in creating an environment that facilitates and encourages the adoption of green products by consumers.

References

- Ali, M. (2022). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environment. *PubMed Central*, 30(9), 23335–23347. doi:10.1007/s11356-022-23811-1
- Budac, C. (2023). Global Research Trends in Sustainable or Green. *Expert Journal of Marketing*, 11(2), 225–238.
- Chandu, V. (2023). Consumers perception on green marketing towards eco-friendly fast moving consumer goods. *International Journal of Engineering Business Management*. doi:10.1177/18479790231170962
- Islam, Q. (2024). Assessing Consumer Behavior in Sustainable Product Markets: A Structural Equation Modeling Approach with Partial Least Squares Analysis. *Sustainability*, 16(8). doi:10.3390/su16083400
- Musa, D. D. (2023). Analysis of consumer purchase behavior of green products in. *Business Ecosystem & Strategy*, – 5(3), 32–41.
- Nguyen, L. T. (2023). Determinants of green consumer behavior: A case study from Vietnam. *Cogent Business & Management*, 10(1). doi:10.1080/23311975.2023.2197673
- Ogiemwonyi, O. (2023). Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude. *Cleaner Environmental Systems*, 10. doi:10.1016/j.cesys.2023.100130
- Ozanne, L. (2008). Consumers' purchasing behavior towards green products in New Zealand. *Innovative Marketing*, 4(1). doi:0000-0002-5618-1651
- Tandon, P. R. (2023). Perception of Consumer Towards Green Marketing. *International Journal Of Progressive Research In Science And Engineering*, 4.
- Teck, T. S. (2025). Investigating the Impact of Consumer Attitudes Towards Sustainable Products, Corporate Sustainability, and Green Marketing on Green Consumption Be-

havior in Malaysia. *Advances in Consumer Research*, 2(5), 2371–2379. Retrieved from
<https://acr-journal.com>

submitted 10.01.2026;
accepted for publication 24.01.2026;
published 30.01.2026
© Dr. Silvana Nakuci, Oltjana Zoto
Contact: snakuci@ubt.edu.al; ozoto@ubt.edu.al